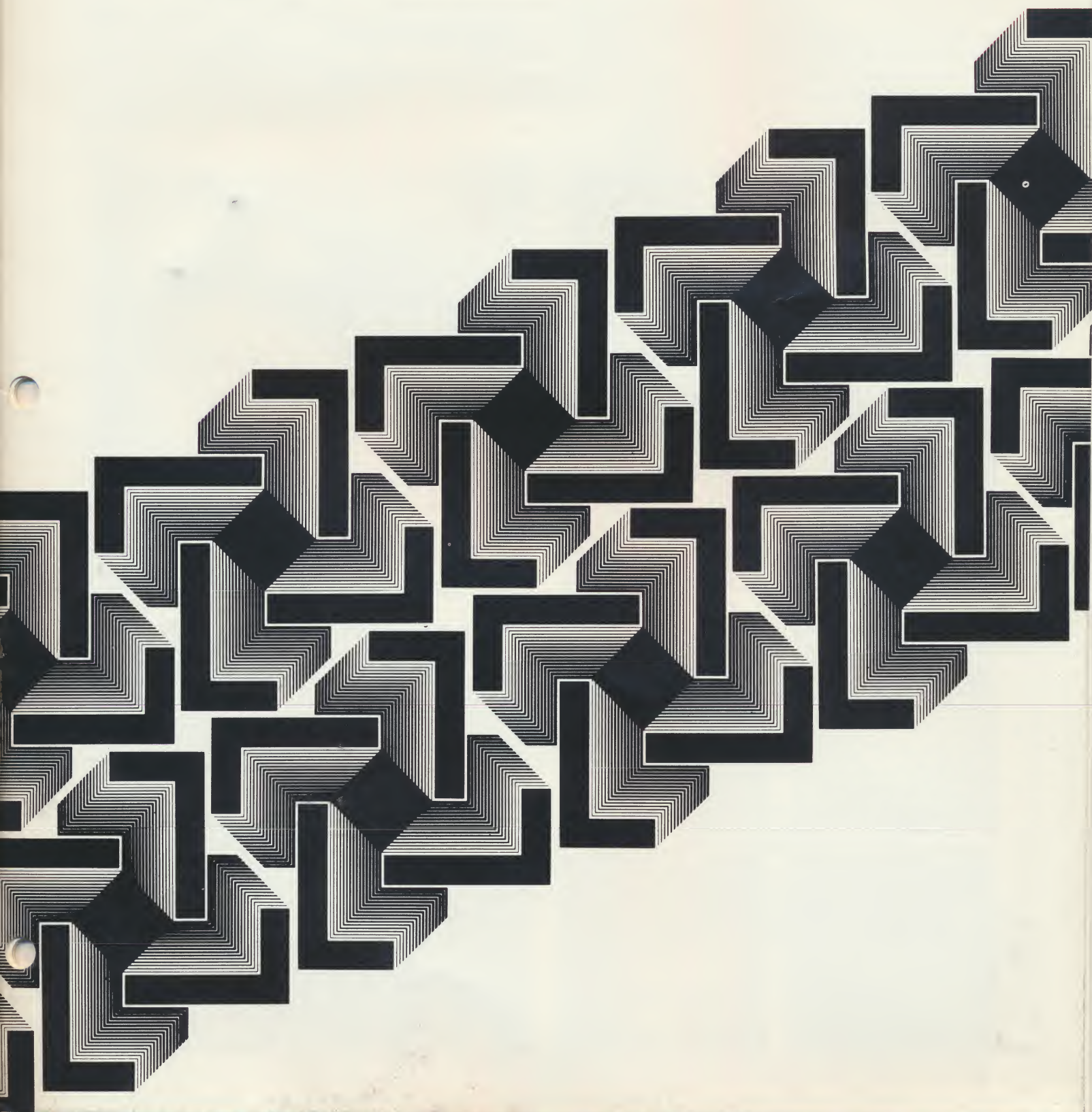


Letterlign

Applied vinyl die cut letter
spacing and alignment system



Introduction

Letterlign® is designed to meet the demand for an advanced Sign-System that can be applied and maintained by in-house personnel. Letterlign is so easy and clean to apply that maintenance personnel or a secretary can quickly apply attractive graphics for only a few dollars. Today, architects and designers recognize that signage is an important element of design in buildings and other facilities. While formerly signage was an afterthought, today's buildings and facilities incorporate well designed and well-planned systems of signage from the conceptual stage right through the completed project, and beyond. As an integral architectural element, signage is attractive, and adds graphic interest to interior and exterior detailing.

The purpose of signage is to make identification and travel throughout a facility as simple and logical as possible, and to eliminate wrong choices in direction. With a visually consistent system, identification is easy because signage is immediately recognizable.

Complete and accurate signage reinforces the entire concept of a facility. It is viewed as a functional unity rather than as separate or unrelated parts. Utility is enhanced, and instead of the confusion or frustration that result from incomplete or illogical information, sophisticated and well-planned signage makes a journey through a facility as easy and as swift as possible.

There are seven elements that contribute to a comprehensive signage system:

1. Primary Identification . . . carries the image of a facility to the public and assures the visitor that he has reached the correct destination (for example, Jones Hospital).
2. Secondary Identification . . . supports the information established by Primary Identification, may add information, and acts as a boundary marker (for example, Brown Pavilion, Northern Division).
3. The Facility Directory . . . enables visitors to select a destination with as little confusion as possible.
4. Directional Information . . . the arrows that point the way to a specific area or function. This assures rational traffic flow. Directional Information analyzes each intersection for information needed, and essentially makes decisions for the visitor, i.e., turn right, turn left, etc.
5. A secondary part of Directional Information is Regulatory Information . . . the symbols, warnings and information concerned with safety and convenience of those who use the building on a continuing basis.
6. Area and Room Identification . . . informs a visitor that he has arrived at a specific space or location. These signs have specific alpha-numeric information. (Therapy, Room 506B).
7. Desk and Counter Identification . . . this information is the final link in the sign communication process. By identifying a specific individual, these signs eliminate confusion and facilitate a positive atmosphere in which to conduct business (Miss Green, Receptionist).

Letterlign is a comprehensive system of materials, frames and formats to apply to all necessary uses. The following pages will describe Letterlign fully, and tell you how you may apply it, and order it.

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Letterlign

Letterlign is designed to meet the demand for a sophisticated sign system, simple enough to be applied and maintained by in-house personnel.

The Letterlign Sign System is based on a spacing and alignment carrier which supports a .007-inch thick vinyl die-cut letter. The carrier is made in two sections, upper and lower. The upper section is stripped off before application of the letter. This allows the letter to be positioned, using the lower section of the letter card for support and easy handling. When the card is in place, the lower section of the card remains to provide spacing and alignment of the next letter/carrier card.

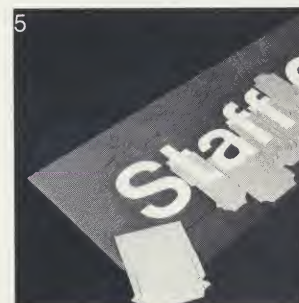
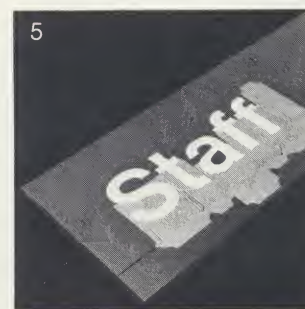
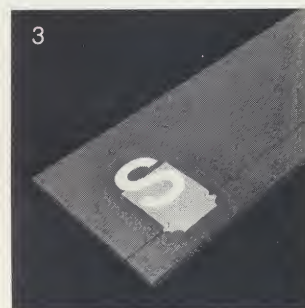
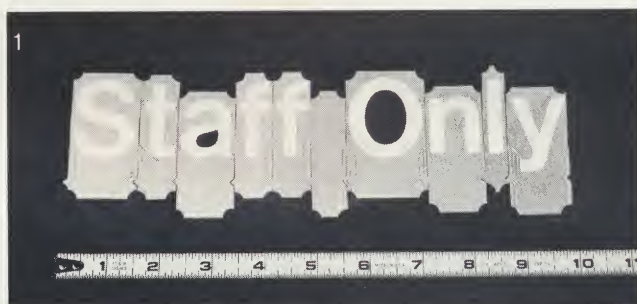
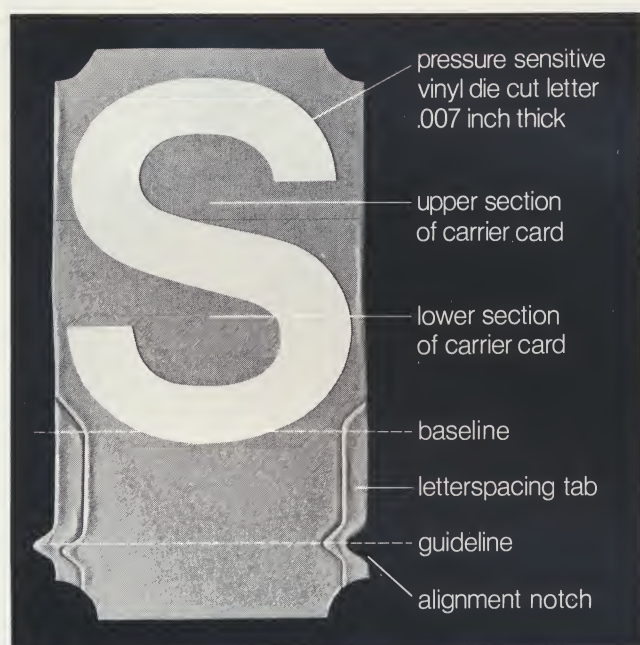
Letterlign Advantages

- Immediate implementation and economy
- Maintains graphic integrity of sign system

- Meets the highest graphic standards in letterform reproduction and spacing.
- Application technique is simple, fast, requires only a few minutes of familiarization with Letterlign.

Application Procedure for Letterlign Panels

1. Select letters and measure width of message.
2. Remove upper section of first carrier card.
3. Align notch and point of lower carrier card with gridline.
4. Remove upper section of carrier card and letterspacing tabs if necessary from succeeding letters. Place letters into position, with notches and points interlocking.
5. With all letters now in place, remove carrier card lower sections.
6. Burnish for proper adhesion.
7. Completed sign.



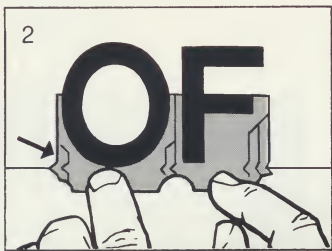
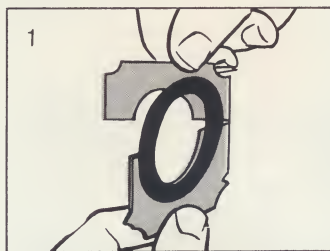
Letterlign Direct Application

Application Procedure for Existing Surfaces

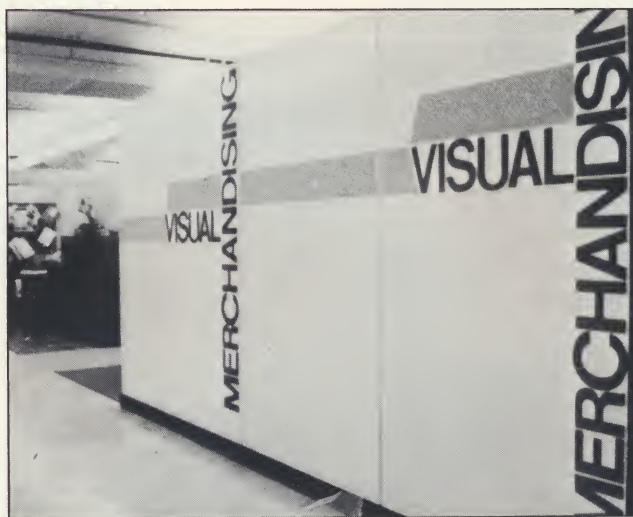
Apply level grid line with tape and follow procedure listed for panels.

Letterlign can be applied to most smooth, clean surfaces and therefore, is an excellent method of applying graphics to existing materials. However, it is important to note that Letterlign is NOT suitable for installation on rough, porous surfaces and vinyl wall coverings. In addition, some paints contain silicones, chlorinated waxes or other ingredients in relatively high ratios, to which little or no adhesion can be gained. Painted surfaces should be checked to determine if adhesion will be acceptable.

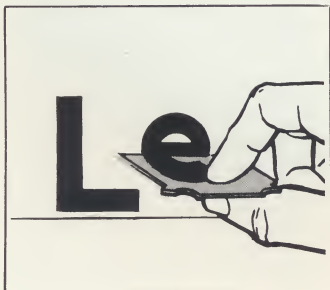
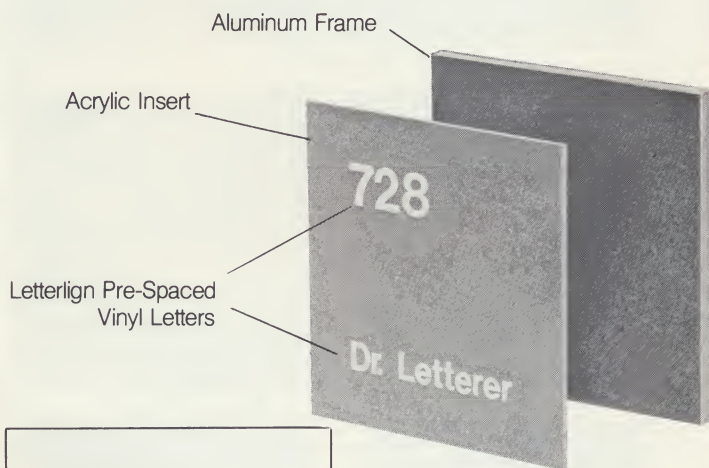
Office building interior drywall, Letterlign applied directly to existing surface. 6" black, upper case Letterlign.



1. Remove upper section of carrier card.
2. Align notch and point with grid line.
3. Remove lower section and burnish.
4. Remove grid line tape.



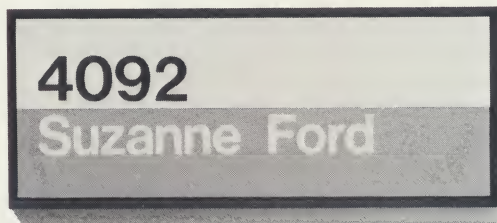
Letterlign Application When Used with Frames



Acrylic Panel LAI-109 (13 1/4 x 3 3/4") in white, with black 1 inch high Letterlign, upper case, applied to panel. Frame is Black, LGF-109 (13 1/2 x 4").



1. Apply Letterlign to acrylic panel as per above instructions.
2. Snap acrylic panel into aluminum frame. Letters applied to acrylic panel.



Acrylic Panels, LAI-107, 13 1/4" x 1 3/4". Top panel is permanent, bottom panel is magnetic for easy changing. Letterlign applied directly to panel, white letters on color, black letters on white, 1 inch high, upper and lower case.

Letterlign Specifications

Type Style: Helvetica Medium

Standard Colors: Black and White. (Any color can be obtained by paint spraying letters prior to applications. Reflective letters, gold and silver mylar and reverse cut letters for inside of glass can be provided on special order.)

Standard Sizes:

1/2", 3/4", 1", 1 1/2", 2", 3", 4" & 6" capital letter height.

Material:

.004-inch thick matte vinyl for 1/2" and 3/4" letters.

.007-inch thick matte vinyl for 1" and larger letters.

NOTE: Letterlign in 1/2" and 3/4" sizes does not have letterspacing tabs and alignment points and notches.

Durability: Suitable for exterior and interior applications. Letterlign is available packaged in boxes with compartments for each character. The charts depict the quantity of each character supplied. Note that letters are supplied in proportion to typical usage.

Letterlign Kits

Upper Case Package

Upper Case Package contains 645 vinyl die cut characters.

A B C D E F G H I J K L M N O P

20 10 10 10 20 10 10 10 20 10 10 20 10 20 10

Q R S T U V W X Y Z & \$

10 20 20 20 10 10 10 10 10 10 5 5

1 2 3 4 5 6 7 8 9 0 - > . ,

20 20 20 20 20 20 20 20 20 20 20 20 5 40 20

Lower Case Package

Lower Case Package contains 350 vinyl die cut characters.

a b c d e f g h i j k l m n o

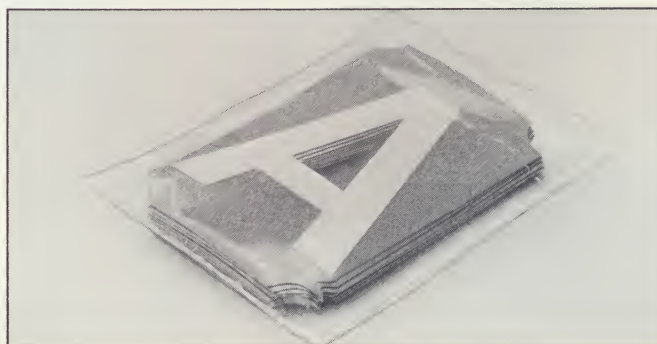
20 10 10 10 20 10 10 10 20 10 10 20 10 20 20

p q r s t u v w x y z

10 10 20 20 20 10 10 10 10 10 10

Refill Packages

Letterlign refills for replacement of stock and specific projects are available in packages of 10 identical characters. (\$, & and punctuation cards 5/pkg.)



Letterlign Sizes

Letterlign is available in eight popular sizes, shown on these two pages. These are actual size examples of Letterlign.

Type Face

The type face for Letterlign is Helvetica Medium. This alphabet has been internationally accepted as the most functional and aesthetically pleasing type face in use today. Shown below are full size characters of the standard type sizes.

Type Size Selection

Under average lighting levels a rule of thumb guide to proper type size is to use 1" of character height for every 35 feet of viewing distance. For example, a sign to be viewed at a distance of 100 feet should use 3" characters.

As a guide in determining the proper size to use for a

HM— $\frac{1}{2}$ "

AaBbCcDd

HM— $\frac{3}{4}$ "

AaBbCc

specific panel size, or where space on an existing surface is restricted, use the width to height ratios listed below. Ratios include space between letters.

Upper case characters and numerals: 1:1

Lower case characters: 0.75:1

For example: The word CONFERENCE (10 characters) using 2" upper case characters will occupy approximately 20 inches.

HM—1"

AaBb

HM—1 $\frac{1}{2}$ "

AaB

HM—2"

Aa

HM—3"

A

HM-4"

Aa

HM-6"

Aa

Letterlign Background Panels for Interior Use

Letterlign Background Panels for Interior Use are .125-inch thick acrylic having an L-10 matte finish. Panels are supplied with square corners for insertion in Letterlign Graphic Frames as shown on page 9. Radius corners are available upon request. All background panels are supplied with double face tape for mounting. Custom sizes can be supplied upon request.

Colors:

Black 2025-L10

White 7420-L10

Brown 2418-L10

Yellow 2037-L-10

Dark Slate 2349-L10

Clear P-95

Orange 2119-L10

Teal Blue 2457-L10

Red 2115-L10

Lt. Mustard 2459-L10

Beige 2320-L10

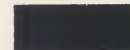
LAI-100 4¼" × 1¾"



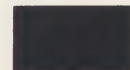
LAI-101 9¾" × 1¾"



LAI-103 9¾" × 3¾"



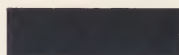
LAI-105 9¾" × 5¼"



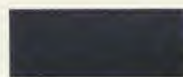
LAI-107 13¼" × 1¾"



LAI-109 13¼" × 3¾"



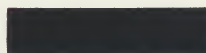
LAI-111 13¼" × 4¾"



LAI-112 15¼" × 1¾"



LAI-114 15¼" × 3¾"



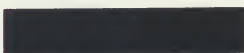
LAI-116 15¼" × 5¼"



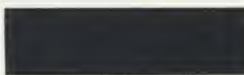
LAI-117 18¼" × 1¾"



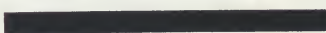
LAI-119 18¼" × 3¾"



LAI-121 18¼" × 5¼"



LAI-122 24¼" × 1¾"



LAI-124 24¼" × 3¾"



LAI-126 24¼" × 5¼"



LAI-127 4¼" × 4¼"



LAI-128 9¾" × 9¾"



LAI-129 13¼" × 13¼"



LAI-130 15¼" × 15¼"



Letterlign Graphic Frames

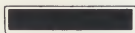
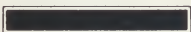
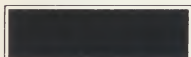
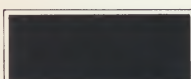
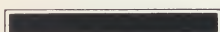
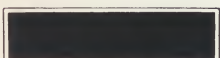
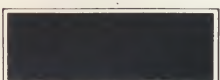
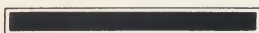
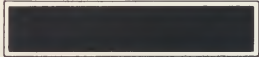
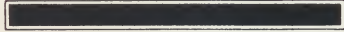
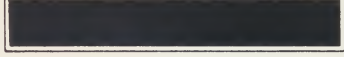
These frames are to be used with our matte finish acrylic panels or any other suitable material. For interior use only. To be used with panels supplied with double-faced tape for mounting or counter-sunk holes for mechanical mounting. Please specify when ordering.

Standard Colors:

Clear Anodized Aluminum

Bronze Duranodic

Black

LGF-100	4½" × 2"	
LGF-101	10" × 2"	
LGF-103	10" × 4"	
LGF-105	10" × 5½"	
LGF-107	13½" × 2"	
LGF-109	13½" × 4"	
LGF-111	13½" × 5"	
LGF-112	15½" × 2"	
LGF-114	15½" × 4"	
LGF-116	15½" × 5½"	
LGF-117	18½" × 2"	
LGF-119	18½" × 4"	
LGF-121	18½" × 5½"	
LGF-122	24½" × 2"	
LGF-124	24½" × 4"	
LGF-126	24½" × 5½"	
LGF-127	4½" × 4½"	
LGF-128	9½" × 9½"	
LGF-129	13½" × 13½"	
LGF-130	15½" × 15½"	

Letterlign Background Panels for Exterior Use

MAGNETIC MATERIAL . . . in rolls or blanks.

Magnetic Rolls or Sheets for Exterior Use

Excellent for automobiles, trucks, ambulances, vans, wherever magnetic application can be used. Successfully tested at speeds over 120 m.p.h.

Tested Outdoors . . . Stays pliable at sub-zero temperatures. Rain resistant. Heat resistant. Fade resistant.

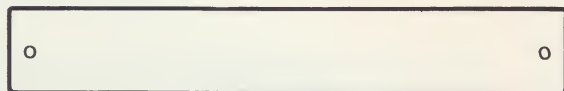
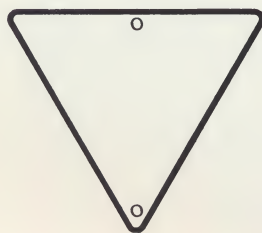
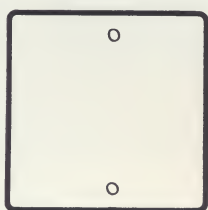
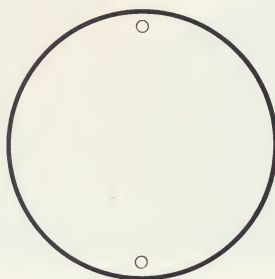
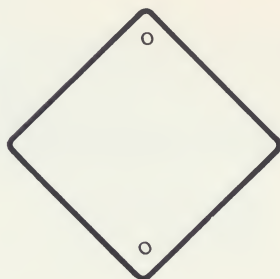
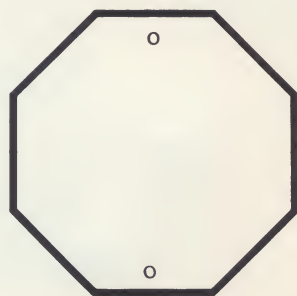
Standard Colors . . . Special white top-coated vinyl accepts vinyl and enamel inks. White in stock at all times. Special Colors may be ordered . . . Blue, Green, Yellow, Black, Red, Gold and Chrome. Special coatings may also be ordered. Standard Size is 40" x 24" rolls, in stock at all times. Custom sizes may be ordered 24" wide by any length, as blanks. Please specify size when ordering—we cut to your order. Good adhesion is obtained when **Letterlign** is applied to the top-coated vinyl surface.



Letterlign Aluminum Sign Blanks for Exterior Use

These sign blanks are manufactured to meet current U.S. standards and specifications. We can also make custom blanks to your specifications.

Aluminum Blanks are made of 6061-T6 Alloy, in standard or custom sizes, with standard rounded corners. Aluminum Sign Blanks may be ordered in these gauges: .063, .080. White enamel blanks may be treated for application of paint or reflective materials. Blanks have standard punching, or we will punch to your specifications.



STANDARD SIZES AVAILABLE

RECTANGLES

12" x 6" x .063
12" x 6" x .080
*12" x 18" x .063
12" x 18" x .080
*18" x 24" x .063
18" x 24" x .080
36" x 12" x .080
18" x 30" x .063
18" x 30" x .080
36" x 18" x .080
12" x 54" x .063
12" x 54" x .080
24" x 30" x .080
24" x 36" x .080
48" x 18" x .080
30" x 36" x .080
48" x 24" x .080
48" x 30" x .080
36" x 48" x .080
60" x 30" x .080
60" x 36" x .080

STREET SIGN BLANKS

18" x 6" x .080 18" x 8" x .080
24" x 6" x .080 24" x 8" x .080
30" x 6" x .080 30" x 8" x .080
36" x 6" x .080 36" x 8" x .080

OCTAGONS

24" x .080
30" x .080
36" x .080
48" x .080

TRIANGLES

36" x .080
48" x .080

CIRCLES

30" x .080
36" x .080

SQUARE OR DIAMOND

12" x 12" x .063
12" x 12" x .080
18" x 18" x .063
18" x 18" x .080
24" x 24" x .080
30" x 30" x .080
36" x 36" x .080
42" x 42" x .080
48" x 48" x .080

*Always in stock for immediate delivery. With a white baked enamel finish.

Custom sizes available. Prices upon request.

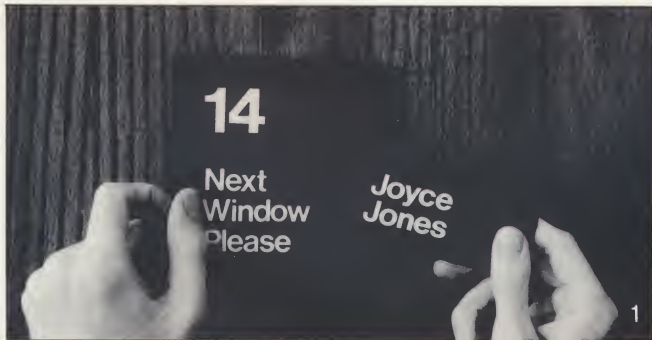
Letterlign Changeable Plaque System

The Letterlign Changeable Plaque System is a system of molded plastic frames and inserts. The wall plaques come with either the easy-to-change magnetic insert feature, or with inserts that are permanently mounted.

Two basic wall-module sizes offer five insert variations, so that messages which change frequently may be easily replaced. Each insert has a 1/16" edge reveal, and copy is applied to the insert surface. Desk blocks are also available.

Fixed panel ceiling modules are consistent with the general appearance of the system and are available in several sizes and message capabilities.

Changeable Plaque System modules are available in white, black, architectural brown and putty gray. The applied copy is **Letterlign** die-cut vinyl letters. The standard message color is white for all colors except for white plaques which use black letters.



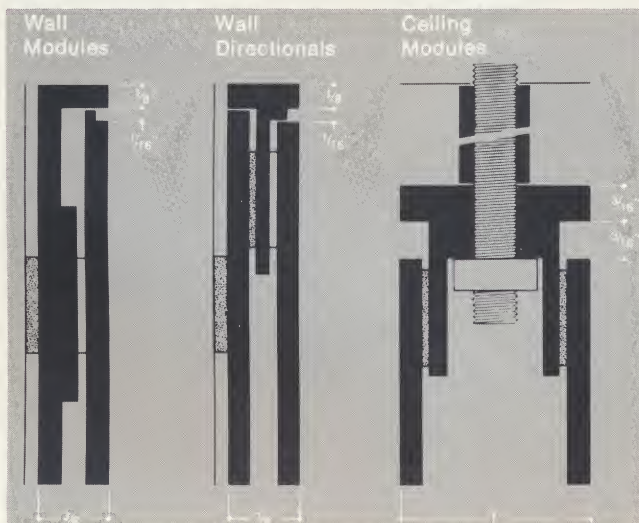
1. Size 4 1/2" x 4 1/2". Color brown. Letter size & color 1" & 1/2"—white.
2. Size 9 3/8" x 48". Color brown. Letter size & color 2" C/LC—white.



3. Size 2-3/16" x 18 3/8" & 4 1/2" x 18 3/8". Letter size & color 1"—C/LC—white copy & 3"—white arrow. Showing directional arrow in upper panel.
4. Size 6" x 48". Color brown. Letter size & color 3"—C/LC white. Ceiling mounted module with upper and lower case applied letters and directional arrow.

Module Details

Easy to change, but permanent-looking, the Changeable Plaque System wall module frame remains permanently mounted to the wall, while the inserts can be moved or changed as often as necessary. If permanent mounting of the inserts is preferred, two-sided tape can be substituted for the standard magnetic tape.



Ceiling modules use permanently mounted faces with rigid vinyl extrusions to simulate the appearance of the wall plaques. Ceiling modules come with 2 rod hangers and white sleeves to allow mounting 12" or less from the ceiling.

Sizes of Letterlign Changeable Plaques with molded plastic frames.

Wall Modules

LCPS 101



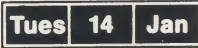
2-3/16" × 9-1/8"
Standard message size: 1/2".
Maximum characters per line: 20.

LCPS 102



2-3/16" × 9-1/8"
Shown with 1" and 1/2"
1/2" message.

LCPS 103



2-3/16" × 9-1/8"
Messages: 3/4"

LCPS 104



4-1/2" × 4-1/2"
Standard message size: 1/2"
Maximum characters per line: 10

LCPS 105



4-1/2" × 4-1/2"

Ceiling Modules

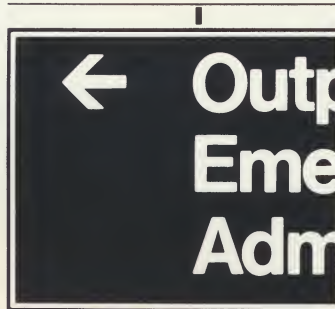
LCPS 108 6" × 48"



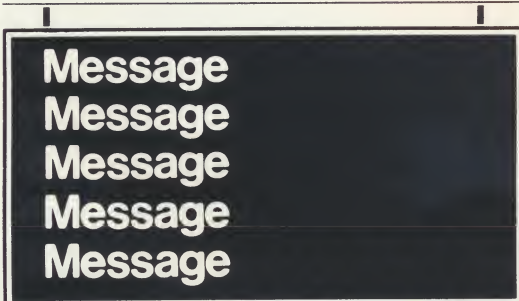
LCPS 109 9-3/8" × 48"



LCPS 110 13" × 48"

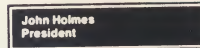


LCPS 111 13" × 24"



Desk Bars

LCPS 101DB



2-3/16" × 9-1/8" × 1-1/2"
Standard message size: 1/2"
Maximum characters per line: 20

LCPS 102DB



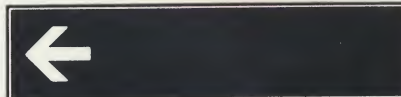
2-3/16" × 9-1/8" × 1-1/2"

LCPS 103DB



2-3/16" × 9-1/8" × 1-1/2"
Messages: 3/4"

Wall Directionals



LCPS 106/Arrow Module 4-1/2" × 18-3/8" • Standard arrow—3"



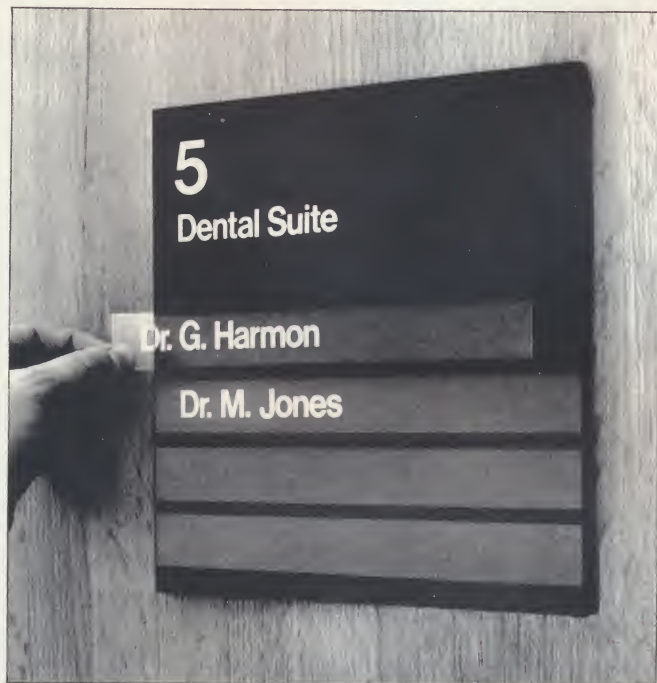
LCPS 107/Message Module 2-3/16" × 18-3/8"

Standard message size: 1"
Maximum characters per line: 21.

Letterlign Message Insert System

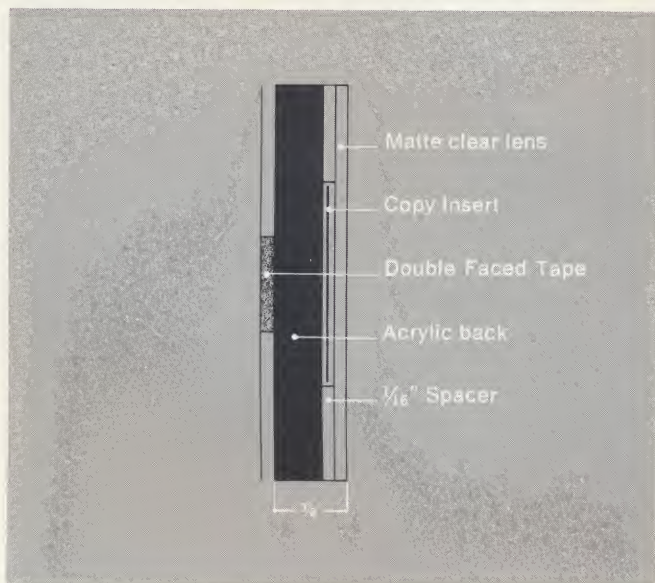
The Letterlign Message Insert System is a series of interchangeable insert plaques in the same basic sizes as other Letterlign interior systems, to allow substitutions where changeable messages are required. One-quarter inch thick acrylic plaques are sandwiched with matte clear plastic faces to form slots for rigid vinyl inserts. Message Insert System plaques

are available in white, black, putty gray and architectural brown. Fixed messages may be applied to the face of the plaque in white, except on white plaques, which use black. Modules may be used alone or in combination with others, and are flexible to a variety of fixed and changing message requirements.



Module Details

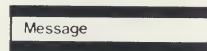
Each module has 1/16" slots to accommodate the message inserts. Vinyl inserts are slightly oversized in length to allow easy tap-out from either side. Each plaque is supplied with double-faced tape for wall mounting.



Letterlign Message Insert System

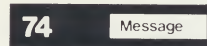
Catalog number/Dimensions

Wall Modules



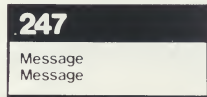
LMIS 101 2-3/16" × 9-1/8"

1-1/16" × 9-3/16"
Standard message size: 1/2"
lower case. Maximum characters
per line: 22



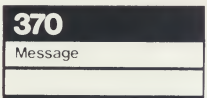
LMIS 102 2-3/16" × 9-1/8"

1-1/16" × 5"
Room number: 1"
Standard message size: 1/2" lower
case. Maximum characters per
line: 10



LMIS 103 4-1/2" × 9-1/8"

2-5/16" × 9-3/16"
Room number: 1"
Standard message size: 1/2"
Maximum characters per line: 20
Other message sizes can be provided
on special order.



LMIS 104 4-1/2" × 9-1/8"

1-1/16" × 9-3/16"
Room number: 1"
Standard message size: 1/2"
Maximum characters per line: 20



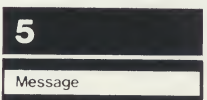
LMIS 105 9-1/8" × 9-1/8"

4-13/16" × 9-3/16"
Room number: 1"
Standard message size: 1/2"
Maximum characters per line: 20
Other message sizes can be provided
on special order.



LMIS 106 9-1/8" × 9-1/8"

1-1/16" × 9-3/16"
Room number: 1"
Standard message size: 1/2"
Maximum characters per line: 20



3200

Administrative
Offices

Message

Message
Message

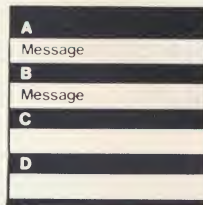


5

Message

Modular Applications

Message Insert System plaques may be used in combination
with other Letterlign sign system modules. A 1/8" reveal is
maintained between modules.



LMIS 107 9-1/8" × 9-1/8"

1-1/16" × 9-3/16"
Standard message size: 1/2"
Maximum characters per line: 20



LMIS 108 9-1/8" × 9-1/8"

9" × 8-1/2"
This Message Insert System 108
module accepts 8-1/2" wide paper
inserts for typewritten or printed
copy which must be changed at
frequent intervals.



LMIS 109 4-1/2" × 11-1/2"

2-5/8" × 4-9/16"
Standard message size: 1/2" lower
case. Maximum characters per
line: 10. Other message sizes can
be provided on special order.



LMIS 110 4-1/2" × 4-1/2"

3/4" × 4-9/16"
Standard message size: 1/2"
Maximum characters per line: 10



LMIS 111 4-1/2" × 4-1/2"

3/4" × 4-9/16"
Standard message size: 1/2" lower
case. Maximum characters per
line: 10.



LMIS 112 9-1/8" × 4-1/2"

3/4" × 4-9/16"
Standard message size: 1/2" lower
case. Maximum characters per
line: 10.

Inserts And Applied Copy

Inserts are quoted upon request. .015 inch rigid vinyl insert blanks can
be supplied in clear or white for vinyl applied copy, or inserts can be
supplied with either surface or sub-surface copy.

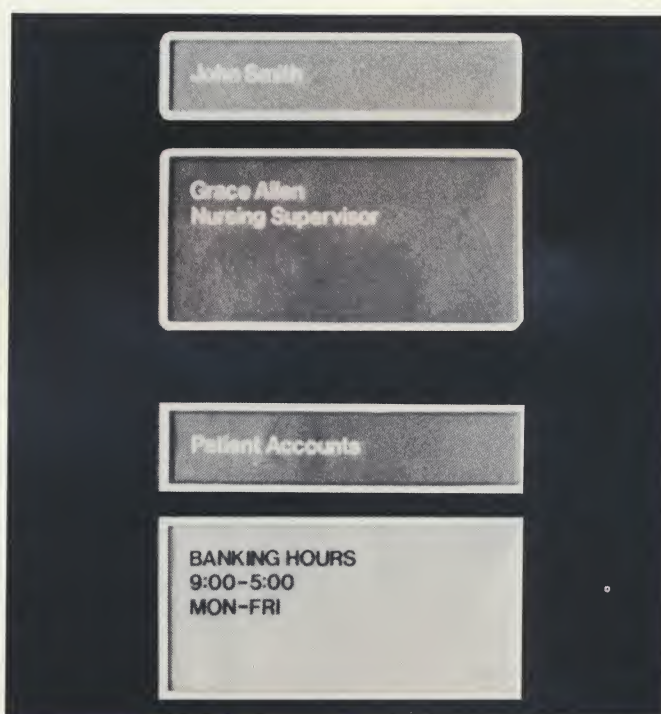
Note: Standard message sizes and positions are indicated for each
module. Unless otherwise specified, plaques will be furnished using
the sizes and positions shown. Specifications shown are for the
standard system. Custom variations will be quoted upon request.

Letterlign Environmental Graphics System

The Letterlign Environmental Graphics System is designed for work station and general office identification as well as interior directional and informational signage. The 500 system offers four square-cornered module sizes which can be used alone, or in combination, to meet a variety of signage uses. The 600 series is radius cornered, and is available in the most commonly used 601 and 602 sizes. Desk blocks and conference room signs are available in both systems. To meet larger directional and identification requirements, a series of wall and ceiling units has been developed to be consistent with the system's appearance.

In the wall module, messages are sub-surface behind the matte clear acrylic. The signs appear permanent, but offer changeability. Sign construction permits virtually any form of flat graphics to be inserted.

Wall directional and ceiling directional units use extruded frames and inlaid acrylic panels to simulate the wall module appearance. Ceiling modules are furnished with 2 rod hangers and white sleeves to allow mounting 12" or less from the ceiling.



Module Colors

Standard colors for the module are matte black, architectural brown and white. The wall mounted carrier provides the background color for the clear film insert. Modules may also be finished to match your special color requirements. Prices will be quoted on request.

Copy Inserts

Standard insert is clear film with black or white copy. Letter style is Helvetica Medium in 1/2" cap height. Copy will be caps and lower case positioned flush left, unless otherwise specified.

Copy insert

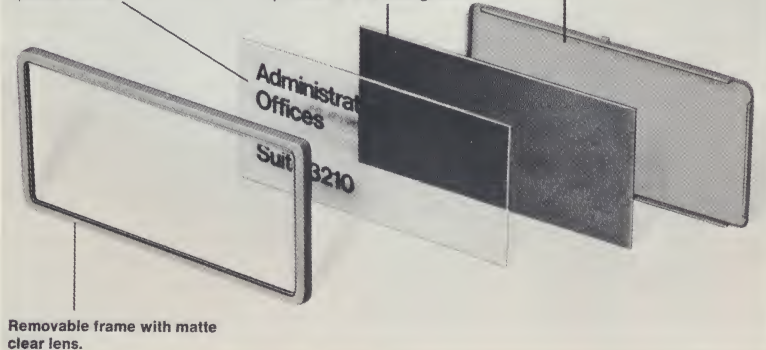
Clear film with black or white copy. More than one film insert may be used for copy in more than one color or to achieve special effects.

Color card insert

Can be used behind clear film insert to vary background color. Graphics or logo not subject to change can be screened or printed on this background.

Wall mounted carrier

Mounts directly to wall with double face tape. Only frame is removed to make copy changes.



Letterlign Environmental Graphics Systems

Catalog number/Dimensions

Description

Wall Modules

Accounts Receivable

LEGS 501, 601 2-3/16" × 9-1/8"

Standard message size: 1/2"
Maximum characters per line: 20.

Suite 3200

Administrative Offices

LEGS 502, 602 4-1/2" × 9-1/8"

Room number size: 1"
Standard message size: 1/2"
Maximum characters per line: 20. Note: LEGS 502V and 602V denote this module used in a vertical orientation.
Standard message size: 1/2"
Maximum characters per line: 10

E369

Physical Therapy

LEGS 503 9-1/8" × 9-1/8"

Room number size: 1"
Standard message size: 1/2"
Maximum characters per line: 20.

Medical Library

LEGS 504 4-1/2" × 4-1/2"

Standard message size: 1/2"
Maximum characters per line: 10.

Desk Bars

John Holmes President

LEGS 501DB, 601DB
2-3/16" × 9-1/8" × 1-1/2"

Standard message size: 1/2"
Maximum characters per line: 20.

Conference Room Module

LEGS 501CR, 601CR 2-3/16" × 9-1/8"

FDK

Next Window
Please



Teller A

FDK

Conference
Room A

Vacant



Occupied

Conference
Room A

Dark Room

Not In Use



In Use
Do Not Enter

Dark Room

Wall Directionals



Specify arrow direction as left, up or right.

LEGS 506 / Arrow Module
4-1/2" × 18-3/8"

Data Processing

LEGS 507 / Message Module
2-3/16" × 18-3/8"

Standard message size: 1"
Maximum characters: 21.

Ceiling Modules

← Outpatient Service

LEGS 508
6" × 48"

Standard message size: 2" Maximum characters per line: 21.
Same specifications for LEGS 509 and LEGS 510.

← Outpatient Emergency

LEGS 509
9-3/8" × 48"

← Outpatient Emergency Administration

LEGS 510
13" × 48"

Message Message Message Message

LEGS 511
13" × 24"

Standard message size: 1 1/2"
Maximum characters per line: 18 (15 if used with arrow).

Ordering Information:

When placing an order, indicate the information required for the complete product. Refer to the catalogue for the product code, standard sizes, colors, typography information, sign construction, mounting attachments, installation methods and other standard information. Copy requirement is to be indicated exactly as it is to appear on the sign. Indicate copy requirements separately for each side unless otherwise indicated. All orders must be accompanied with the following information:

Date:

Billing Address:

Shipping Address:

Purchase Authorization:

Special Shipping Instructions if required:

Approximate date required:

Credit Information, if not previously established:

Information Required:

Please specify carefully. All specifications should be prefaced by product name. If color selection cannot be made at the time specification is to be written, delete color reference and add: "Colors are to be selected from Letterlign standard."

Letterlign Vinyl Die Cut Letters—Pages 3, 4, 5, 6 & 7

Type style: Helvetica Medium

Standard colors: Black or White

If other, specify:

Size:

Upper Case Package Sizes:

Lower Case Package Sizes:

Please specify individual refill letter and sizes:

Note: Vinyl thickness of 1/2" & 3/4" letters is .004" (.007" all other sizes).

Letterlign Background Panels for Interior Use—Page 8

Please specify product code, size and color.

Panels are .125 acrylic with L-10 matte finish. Square corners for use with Letterlign Graphic Frames. Supplied with double-faced tape.

Letterlign Graphic Frames for Interior use only—Page 9

Please specify product code number, size and color.

Standard colors—Clear anodized aluminum, bronze duranodic, black.

Letterlign Background Panels for Exterior use—Page 10

Magnetic material. Please specify (number) of rolls, or size(s) of blanks. Please state color(s) or special sizes or colors for quotation.

Letterlign Aluminum Sign Blanks for Exterior Use—Page 11

Please specify shape(s), size(s), gauge(s), color(s).

Shape Size Gauge Color

Letterlign
DIE CUT VINYL
LETTERING
sample

Letterlign Changeable Plaque System with molded plastic frames—Pages 12, 13

Please specify product code and size.

Please state message, and size if other than standard.

Please state module color and copy color. Please state magnetic attachment, or two-sided tape.

Code and size. Message and type size. Color of module/copy.

Magnetic/tape.

Letterlign Message Insert System for Interior Use—Pages 14, 15

Please state module size and code number.

Please specify message and type size.

Please state number of message inserts and messages.

Please state copy position (if other than flush left).

Please state module colors.

Size/code. Message/type size. Inserts/message. Colors.

Copy position.

Letterlign Environmental Graphics System—Pages 16, 17

Please state catalog number/size.

Please state message(s).

Please state copy size.

If slides, please specify number and messages. If directional, specify arrow direction as up, left or right.

If you have any questions about specifications, please make a note of them on your order sheets.

Type Placement on Panels:

Type is Flush Left (F.L.)

Upper Left (U.L.)

Type is Flush Left (F.L.)

Middle Left (M.L.)

Type is Flush Left (F.L.)

Lower Left (L.L.)

Type is Flush Right (F.R.)

Upper Right (U.R.)

Type is Flush Right (F.R.)

Middle Right (M.R.)

Type is Flush Right (F.R.)

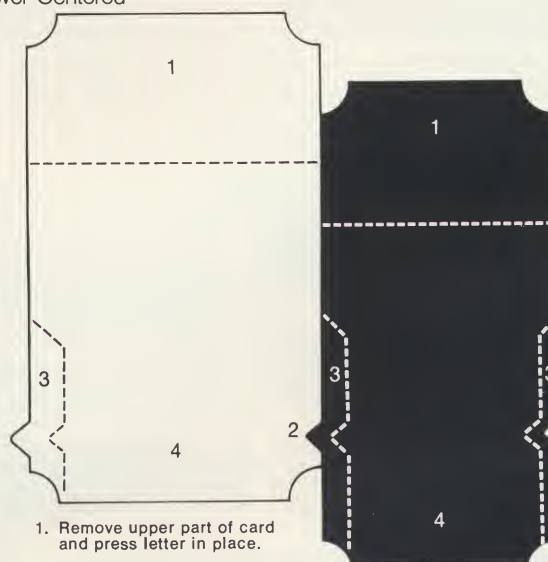
Lower Right (L.R.)

Type is CENTERED

Upper Center

Middle Centered

Lower Centered



1. Remove upper part of card and press letter in place.

2. Fit point of next letter here.

3. Remove tabs if tighter spacing is needed.

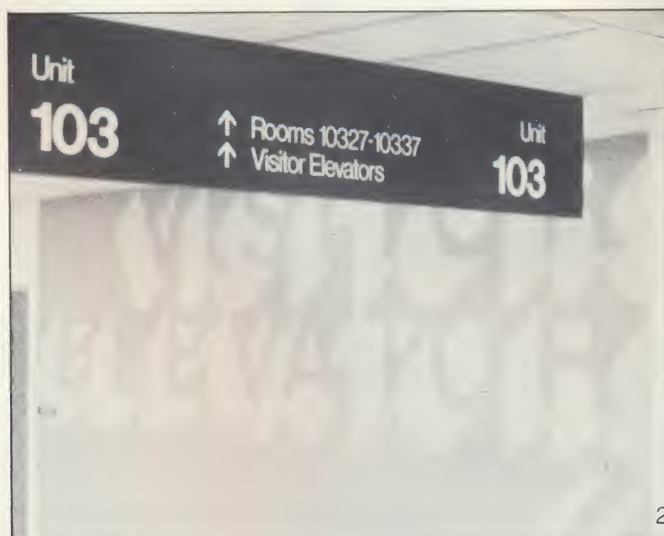
4. Remove lower part of card when all letters are in place.

Applications



1

1. $\frac{1}{8}$ " thick, clear acrylic panel with black Letterlign. Arrow is custom silk screened in red. 1" high numerals and $\frac{3}{4}$ " upper case letters. Panel size 8" x 8", with radius corners.
2. Hanging panel of brown acrylic with white letters, 3" and 6" high, upper and lower case. Wall is custom die cut vinyl, yellow and orange.
3. Letterlign Post and Panel System. Duranodic frame with Fiberglas® faces and 4" white, lower case Letterlign. Top portion of sign is illuminated.
4. White 4" Letterlign, upper case applied directly to Duranodic facing of building. Letters guaranteed for five years in exterior use.
5. Free standing module directory. Constructed of black and oak Formica®, with white Letterlign copy. Custom designed.



2



3



4



5



Philadelphia Enameling Works, Inc.

N. E. Corner 13th and Race Streets

Philadelphia, PA 19107

Telephone (215) 567-3510

